



KNXV

## ORDER

Print Date 06/21/12

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KNXV-TV  
PHOENIX

Flight Dates 06/22/12-06/25/12

Contract / Revision 302064 / Wil Cardon for Senate 2012Original Date / Revision  
06/21/12 06/21/12 Agency Com 15%  
Billing ContactAdvertiser Cardon / Republican / Senator  
PO Box 288  
Alexandria, VA 22313Agency Media Placement TechnologyBuying Contact  
Sales Office EWSDC  
500 N Washington Street - Suite #31  
Alexandria, VA 22314 Sales Region NAT  
Agency Ref

<u>Order Sep</u>	00:20:00
<u>Estimate #</u>	
<u>Alt Order #</u>	
<u>Billing Type</u>	Cash
<u>Order Type</u>	GENERAL
<u>Billing Cycle</u>	EOM/EOC
<u>Billing Calendar</u>	BROADCAST
<u>Demographic</u>	A25-54
<u>Rev Codes</u>	POL POL CAND
<u>Product Codes</u>	PL
<u>Priority</u>	P-1
<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20% Market Value 26250

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	5250
KPNX	20%	5250
KPPX	%	0
KSAZ	20%	5250
KTVK	20%	5250
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
June 2012	5	\$3,230.00	\$3,800.00	0.00	05/28/12	06/24/12	5	\$3,230.00	\$3,800.00
July 2012	2	\$1,232.50	\$1,450.00	0.00	06/25/12	06/25/12	2	\$1,232.50	\$1,450.00
Totals	7	\$4,462.50	\$5,250.00	0.00					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	06/25/12	06/25/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 06/25/12	07/01/12	M-----		1	\$650.00								
N 2	KNXV	06/22/12	06/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 06/18/12	06/24/12	-----F--		1	\$800.00								

Totals



**KNXV**

# KNXV-TV PHOENIX

Contract / Revision 302064 Flight Dates 06/22/12-06/25/12

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## Hiatus Dates

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 3	KNXV	06/25/12	06/25/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/25/12	07/01/12	M-----		1	\$800.00	0.00							
N 4	KNXV	06/22/12	06/22/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	----F--		1	\$1,800.00	0.00							
N 5	KNXV	06/23/12	06/23/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-----S-		1	\$1,000.00	0.00							
N 6	KNXV	06/24/12	06/24/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/18/12	06/24/12	-----S		2	\$100.00	0.00							
														<b>Totals</b>	
														<b>7</b>	<b>\$5,250.00</b>